

stenocord® case history

MONTGOMERY WARD



CLASSIFICATION: Retail and Catalog Order

ORGANIZATION: Montgomery Ward

For more than 94 years, Montgomery Ward has sold a variety of merchandise through its catalogs and retail stores. Today the company has an annual sales of over 1¾ billion dollars. The firm employs 98,500 regular and part-time employees. In 1926, Montgomery Ward began to open retail stores. Today they operate over 500 retail and nearly 900 catalog stores. Customer service and guaranteed satisfaction are their primary objectives.

PROBLEM:

Montgomery Ward's management required dictation equipment for a number of departments such as: Buying Offices; Catalog Order; Credit; Tax and Insurance Administrative Services. It was to be uniform in performance and simple to operate for quick on-the-job training. Office machines, portables, and satellite systems were required. The type of machine used depended upon the department and its function.

SOLUTION:

After study, analysis and proposal, Stenocord equipment was tested and accepted. There was a machine in Stenocord's comprehensive line of dictation equipment to fit the need of every communication situation. Over 500 individual Stenocord units have been put into operation since 1961.

RESULTS:

After five years, Stenocord's policy of prompt service, on-the-job training and rugged equipment has resulted in an extended use of dictation equipment in all Montgomery Ward departments. Representatives of the firm point to quality of voice reproduction, ease of verbal composition and extended re-use of the magnetic Stenobelts as some of the reasons for their satisfaction. The instruments are easy to operate in all applications. The Credit Department maintains a smooth flow of correspondence. Executives use portable Stenocord equipment to capture ideas and record important verbal notes taken during "in-the-field" interviews.



R. B. Forcht, Administrative Services Manager, Montgomery Ward General Offices, Chicago, Ill., dictates answers to letters and memos on Stenocord's tel-Expediter IV system. Information is being recorded on a magnetic Stenobelt at his secretary's desk. Mr. Forcht describes Stenocord dictation systems as "versatile, easy-to-operate and economical."



Montgomery Ward Office Service Manager, R. H. Groh, uses a Stenocord 270 to compose correspondence rapidly and efficiently.



Letters in reply to credit applications are dictated and dispatched for transcription by Jackie Bourchek, Credit Approval Department. Machines are easy to operate. This results in rapid training among personnel.

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K. H. Rose, Credit-Collection Manager, composes dictation here. Corrections in composition can be made simply by speaking over erroneous material.



Evelyn Harbeck is shown at a dictating station. Here she handles advance collection communications from end of credit files.



Credit letters are transcribed by a group of typists who control the speed, tone, stop-start and volume of the recording on playback. They may also have the dictator repeat the last few words with the touch of the foot pedal. Katherine Brody is shown here.



Some departments find that a small Stenocord remote system can be employed. A recorder at the transcriber's desk serves several dictators who simply use a separate hand set. A transcribing machine is being used by the secretary while the recorder remains available. Dictators can also communicate with the transcriber via a separate intercom line on the recorder.



Ruth Blanchard and Mary Mason are credit approval group heads. They work hours, day after day, with Stenocord dictation machines. Rugged and dependable service goes on almost unnoticed.

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